VIVIANA ROMANAZZI

SKILLS | PROTECTED FOOD PRODUCTS – BUSINESS STRATEGY – MARKETING AND COMMUNICATION – FLEXIBILITY

EMPLOYMENT HISTORY |

MANAGER AT PROTECTED PRODUCTS DEPARTMENT
ASSICA, ASSOCIAZIONE INDUSTRIALI DELLE CARNI E DEI SALUMI
SEPTEMBER 2014, PRESENT

Manager at Consorzio Mortadella Bologna (PGI) http://www.mortadellabologna.com/en/

- Budget management and control
- Analysis of quantitative and qualitative market data
- Control and coordination of 4 employees at marketing and communication division
- Press and PR office supervisor
- Relation with product companies and Public Institutions (Italian and European Governament)
- Fundraiser (https://ec.europa.eu/chafea/agri/)
- Relation with legal and finantial office

MANAGER AT PROTECTED PRODUCTS DEPARTMENT
ASSICA, ASSOCIAZIONE INDUSTRIALI DELLE CARNI E DEI SALUMI
DECEMBER 2004, AUGUST 2014
http://www.assica.it/en/

ASSICA, Associazione Industriali delle Carni e dei Salumi, is the national trade association established within Confindustria to represent companies involved in the production of Italian Salumi (pork and beef), pork slaughtering, and in the processing of other meat-based foodstuffs (corned beef, fats and lard, etc.).

Marketing and Communication manager at Consorzio Cacciatore Italiano (PDO), Consorzio Mortadella Bologna (PGI), Consorzio Zampone e Cotechino Modena (PGI):

- Budget management
- Media and advertising agency supervisor (above and below the line)
- Press and PR office supervisor
- Events and exibitions planning
- Data market analysis

Relation with product companies and Public Institutions (Italian and European Governament)

MARKET ANALYSIS AT CLIENT SOLUTION SERVICE
IRI INFOSCAN
SEPTEMBER 2004, DECEMBER 2004
https://www.iriworldwide.com/en-US

EDUCATION | **UNIVERSITA' DEGLI STUDI DI SIENA**, SIENA, ITALY
GRADUATION IN ECONOMICS OF PUBLIC ADMINISTRATION AND INTERNATIONAL INSTITUTIONS